



**Workforce Investment Board  
Executive Committee**  
1000 Emeline Ave., Santa Cruz  
Wednesday, February 4, 2015 @ 8:30 am

---

18 W. Beach Street  
Watsonville, CA 95076  
(831) 454-4873

[www.santacruzwb.com](http://www.santacruzwb.com)

**MEMBERS:**

**Ron Slack, Chair**  
Fine Print Graphic Design

**Carol Siegel, Vice Chair**  
Santa Cruz Seaside Company

**Alan Aman, Chief Operating Officer**  
PAMF Santa Cruz

**Paul Arsenault, Business Representative**  
Sheet Metal Workers' Union, Local 104

**Alla Ayyad, Director**  
Center for Employment Training

**Diane Berry-Wahrer, Supervisor**  
California Department of Rehabilitation

**Greg Caput, Supervisor**  
Santa Cruz County Board of Supervisors

**Jack Carroll, Chair, Career and Technical Education**  
Watsonville/Aptos Adult Education

**Jack Cheney, CFO**  
Wonderfully Raw Gourmet

**John T. Collins II, Senior Vice President**  
Goodwill Industries

**Christina Cuevas, Program Director**  
Community Foundation of Santa Cruz County

**Valerie Custodio, Store Team Leader**  
Target

**VACANT**  
National Council on the Aging

**MariaElena De La Garza Executive Director**  
Community Action Board

**Marshall Delk, Vice President**  
Santa Cruz County Bank

**Elyse Destout, Owner**  
Photography by Elyse Destout

**James Dion, Employment Program Manager**  
Employment Development Department

**Cecilia Espinola, Director**  
Santa Cruz County Human Services Department

**Jon Gundersgaard, Senior Technical Recruiter**  
Seagate Technology

**Andy Hartmann, Business Manager/Financial Secretary**  
IBEW Union, Local 234

**Mark Hodges, Director, Regional Occupational Program**  
Santa Cruz County Office of Education

**Dave Hood, President**  
First Alam

**Corrie Kates, Deputy City Manager**  
City of Scotts Valley

**Julie Lambert, Director, Finance & Human Resources**  
S. Martinelli and Company

**Vicki Miranda, VP Human Resources**  
Dominican Hospital

**Rob Morse, Manager**  
Pacific Gas and Electric Company

**Carlos Palacios, City Manager**  
City of Watsonville

**Lana Pieri, HR Manager**  
Monterey Peninsula Horticulture

**Rock Pfothenhauer, Dean of Instruction, CEED**  
Cabrillo College

**Francisco Rodriguez, President**  
PVFT Union, Local 1936

**Howard Sherer, Chief Executive**  
Hutton Sherer Marketing

**William Tysseling, Executive Director**  
Santa Cruz Area Chamber of Commerce

**Robert Williamson, Business Representative**  
IATSE, Local 611

**INTERIM DIRECTOR:**

Gary McNeil

The Chair called the meeting to order at 8:30 am.

**Committee Members in Attendance**

Cheney, Jack	CFO, Wonderfully Raw Gourmet
Morse, Rob	Manager, Pacific, Gas & Electric Co
Sherer, Howard	Chief Executive, Hutton-Sherer Marketing
Siegel, Carol, <i>Vice Chair</i>	Employment Mgr., SC Seaside Co.
Slack, Ron, <i>Chair</i>	Fine Print Graphic Design
Williamson, Robert	Business Rep, IATSE Local 611

**Committee Members Absent**

Destout, Elyse      Owner, Photography by Elyse Destout

**Staff in Attendance**

McNeil, Gary	Interim WIB Director
Paz-Nethercutt, Sara	WIB Sr. Analyst

**Guests**

Amezcuca, Stephen	EDD Regional Advisor
Dion, James	Employment Program Mgr, Capitola EDD

---

**Subject: Welcome**

**Discussion:** Chair Ron Slack called the meeting to order and welcomed members, guests and staff.

---

**Subject: Public Comment**

**Discussion:** There was no public comment.

---

**Subject: Director's Report**

**Discussion:** Interim Director Gary McNeil thanked everyone for attending the meeting. He reported that there was a great turnout for John Collin's retirement party.

---

**Subject: Chair's Report**

**Discussion:** The Chair thanked everyone for attending the meeting. He announced that he and committee member Carol

Siegel, along with the interim director will all be attending the National Association of Workforce Boards (NAWB) Conference in Washington, D.C. in March. Bob Williamson announced that he had attended the Youth Conference in January and that Workforce Innovation Opportunity Act (WIOA) is now being referred to as "The Opportunity Act". The Chair thanked Howard and Carol for their work on the board survey issue.

---

**Subject: Approval of December 17, 2014 Minutes**

**Discussion:** Chair Ron Slack called for the December 17, 2014 minutes to be approved.

**Action: Approval of December 17, 2014 Minutes**

**Status:** Motion to Approve: Carol Siegel  
Motion Seconded: Bob Williamson  
Abstentions: None.  
Committee Action: All voted in favor. Motion passed

---

**Subject: Consent Items C.1 through C.3**

- C.1 State Fiscal and Procurement Monitoring Report PY 2013-14
- C.2 State Programmatic Monitoring Report PY 2014-15
- C.3 WIA PY 2014-15 1<sup>st</sup> and 2<sup>nd</sup> Quarter Fiscal Operations and Performance Update

**Action: Review and Approve Consent Agenda Items C.1 – C.3.**

**Status:** Motion to Approve: Jack Cheney  
Motion Seconded: Bob Williamson  
Abstentions: None.  
Committee Action: All voted in favor. Motion passed

---

**Subject: Discussion and Action Items D.1 through D.6**

**D.1 Update on WIB's Strategic Plan Status Report**

**Recommendation and Action:**

- ***Discuss and approve the WIB Strategic Plan Status Report 2014-15***

**Discussion:** The Interim WIB Director reviewed the WIB Strategic Plan Status Report (as attachment to the agenda item). The Chair asked about the reference to the WIB Communication Plan. The interim Director indicated that the WIB staff will be developing a communication plan based on the overall Human Services Department draft plan, making use of that document wherever possible.

**Status:** Motion to Approve: Carol Siegel  
Motion Seconded: Jack Cheney

Abstentions: None.  
Committee Action: All voted in favor. Motion passed

---

## **D.2 Report on Workforce Innovation and Opportunity Act (WIOA)**

### **Recommendation and Action:**

- ***Accept staff report on the WIB's steps to plan for implementation of the Workforce Innovation and Opportunity Act (WIOA) and discuss next steps for the Committee's role in the planning process.***

**Discussion:** The Interim Director reported that the Workforce Innovation and Opportunity Act (WIOA) regulations which were initially set to be published on January 18<sup>th</sup> have now been pushed back to being released in the "spring". No further clarification on what that means for now. Committee member Jack Cheney reported on the work the Business Services Committee (BSC) is doing to bridge the skills gaps between the job seeker and local businesses. BSC has brought in Cabrillo Contract education for possible collaborations. Committee member Bob Williamson gave a further overview of the Youth Conference he recently attended and the WIOA updates presented at that event. Committee member Howard Sherer gave his perspective on the BSC meeting and the discussion on soft skills that he refers to as "Essential Employability" skills. Committee member Rob Morse also weighed in about his perspective on looking at skills gaps as opportunities for training and education.

**Status:** The Committee discussed the item without formal action.

---

## **D.3 Initial Local Area Designation and Local Board Certification Under WIOA**

### **Recommendation and Action:**

- **Review and Approve the draft schedule for initial local board designation and certification process; authorize WIB staff and Executive Committee to take necessary action for submission of application**

**Discussion:** The WIB Interim Director reviewed the agenda item. Item was reviewed without further discussion.

**Status:** Motion to Approve: Bob Williamson  
Motion Seconded: Rob Morse  
Abstentions: None.  
Committee Action: All voted in favor. Motion passed

---

## **D.4 February 2054 WIB meeting planning**

### **Recommendation and Action:**

- ***Develop WIB meeting agenda outline***

**Discussion:** The committee members discussed the possible agenda items for the February 25<sup>th</sup> meeting as listed in the packet. The Committee would like more board member engagement, which involves more interactive agenda items. A request for a change to the meeting format has been requested. Most items should be on consent agenda with board members having the option of “pulling” an item from consent if the member chooses to request more information or would like to have a discussion on the item. To further engage the board members, small work groups/break out sessions of 20-25 minutes long will be conducted by Executive Committee members with some questions about getting the board members more involved in the board. Questions to be determined by WIB staff and forwarded to committee members in the next week for final approval. Jo Ann Allen from the WIA Youth program will be asked to present on the state of the WIOA affects on the local youth program since it will need to be implemented by July 1, 2015.

The committee also requested brief business member presentations from a couple of board members who would profile their business by giving a few highlights.

A proclamation for John Collins has been drafted and will be issued from the County Board of Supervisors. The proclamation will be presented to him with light refreshments immediately after the meeting.

<b>Status:</b>	Motion to Approve:	Howard Sherer
	Motion Seconded:	Carol Siegel
	Abstentions:	None.
	Committee Action:	All voted in favor. Motion passed

---

## **D.5 Begin Process for Election of 2015-16 WIB Officers**

### **Recommendation and Action:**

- ***Develop a WIB Officer Nominating Committee; and***
- ***Develop a Slate of Candidates for Election at the WIB’s June 2015 meeting***

**Discussion:** The interim director announced on new board members, Sabra Reyes from New Leaf should be appointed this month, and another candidate, Andy Van Valer from Slingshot, has submitted an application for appointment. Committee member Howard Sherer agreed to chair the nominating committee and will ask Jim Carroll and Julie Lambert to join the committee. Committee member Jack Cheney who was present at the meeting and Jim Dion, Board member also present, both agreed to be a part of the nominating committee.

<b>Status:</b>	Motion to Approve:	Jack Cheney
	Motion Seconded:	Bob Williamson
	Abstentions:	None.
	Committee Action:	All voted in favor. Motion passed

---

## D.6 CEDS 5-Year Plan Review

### Recommendation and Action:

- **Consider 2014 Comprehensive Economic Development Strategy (CEDS) Five-Year Plan; and**
- **Recommend Approval of 2014 CEDS Five-Year Plan, and direct staff to post notice of the thirty-day public comment period for the proposed CEDS Five-Year Plan**

**Discussion:** Interim Director gave an overview of the plan as referenced as an attachment. Essentially, this plan is a road map for the goals for the next five years. Item was reviewed without further discussion.

**Status:** Motion to Approve: Carol Siegel  
Motion Seconded: Jack Cheney  
Abstentions: None.  
Committee Action: All voted in favor. Motion passed

---

### Subject: Information / Announcement Items I.1

#### I.1 Labor Market Information

**Recommendation and Action:** *No action taken*

**Discussion:** The item was not discussed.

**Status:** N/A

---

#### I.2 Rapid Response and Early Alert Activities

**Recommendation and Action:** *No action taken*

**Discussion:** The item was not discussed.

**Status:** N/A

---

**Meeting adjourned at 10:08 am**

**Next Meeting:** Workforce Investment Board  
Wednesday, February 25, 2015 @ 8:30 am  
Simpkins Family Swim Center  
979 17<sup>th</sup> Ave., Santa Cruz, CA 95062

**Executive Committee Meeting**  
Wednesday, April 8, 2015 @ 8:30 am  
Human Services Department  
1000 Emeline, Santa Cruz, CA 95060